U.S. Application. No. 09/651,906
Reply to Non-Final Office Action Dated May 13, 2009

PATENT
Attorney Docket No. 730305-2012

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims

1. (Currently Amended) A method of creating a <u>complete independent</u> web site <u>for hosting visitor traffic using a globally accessible platform</u>, comprising the steps of:

receiving data entry including selection of an industry type;

determining one or more characteristics for each of one or more web site features in response to the data entry;

creating a framework of the web site based upon the one or more determined characteristics for each of the one or more web site features;

retrieving web site data in accordance with the created framework of the web site;

creating a plurality of pages of the web site based upon the framework of the web site and the retrieved web site data;

generating one or more interfaces to one or more external components on the pages of the web site;

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application;

previewing the created pages in a sequence, any changes made on the pages during previewing being automatically propagated through the pages;

00691958.DOC

U.S. Application. No. 09/651,906
Reply to Non-Final Office Action Dated May 13, 2009

PATENT
Attorney Docket No. 730305-2012

registering the one or more interfaces of the one or more external components;

creating website data based on the interfaces and remotely executed application; and

presenting the created web site.

2. (Previously Presented) The method as claimed in claim 1, further comprising the step of storing the framework of the web site.

3. (Original) The method as claimed in claim 1, wherein the retrieving step includes retrieving particular web site data based upon characteristics of a device for accessing the web site.

4. (Original) The method as claimed in claim 3, wherein the device is a general-purpose computer.

5. (Original) The method as claimed in claim 3, wherein the device is a wireless device.

6. (Original) The method as claimed in claim 3, wherein the device is a multi-purpose input-output device.

7. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site content.

00691958.DOC

8. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site layout.

9. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site navigation.

10. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site component applications.

11. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site colors.

12. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site theme.

13. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site framework.

14. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site graphics.

00691958.DOC

15. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web image set.

16. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is platforms for accessing the web site.

17. (Previously Presented) The method as claimed in claim 1, wherein the framework of the web site is generated from one or more predetermined subsets of characteristic frameworks corresponding to at least one of the one or more determined characteristics.

18. (Previously Presented) The method as claimed in claim 17, wherein the framework of the web site is generated pseudo-randomly.

19. (Previously Presented) The method as claimed in claim 17, wherein the framework of the web site is generated in a non-deterministic manner.

20. (Previously Presented) The method as claimed in claim 17, wherein the framework of the web site is generated randomly.

21. (Original) The method as claimed in claim 1, wherein at least one of the one or more characteristics is determined from one or more predetermined subsets of characteristics corresponding to at least a portion of the data entry.

00691958.DOC

22. (Original) The method as claimed in claim 21, wherein the at least one of the one or more characteristics is determined pseudo-randomly.

23. (Original) The method as claimed in claim 21, wherein the at least one of the one or more characteristics is determined in a non-deterministic manner.

24. (Original) The method as claimed in claim 21, wherein the at least one of the one or more characteristics is determined randomly.

25. (Previously Presented) The method as claimed in claim 1, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least a portion of the framework of the web site.

26. (Original) The method as claimed in claim 25, wherein the web site data is retrieved pseudo-randomly.

27. (Original) The method as claimed in claim 25, wherein the web site data is retrieved in a non-deterministic manner.

28. (Original) The method as claimed in claim 25, wherein the web site data is retrieved randomly.

00691958.DOC

U.S. Application. No. 09/651,906
Reply to Non-Final Office Action Dated May 13, 2009

PATENT
Attorney Docket No. 730305-2012

29. (Original) The method as claimed in claim 1, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least one of the one or more determined characteristics.

30. (Original) The method as claimed in claim 29, wherein the web site data is retrieved pseudo-randomly.

31. (Original) The method as claimed in claim 29, wherein the web site data is retrieved in a non-deterministic manner.

32. (Original) The method as claimed in claim 29, wherein the web site data is retrieved randomly.

33. (Original) The method as claimed in claim 1, further comprising the step of storing the one or more determined characteristics.

34. (Previously Presented) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site features without changing at least one of the characteristics of at least one other of the web site features.

00691958.DOC

35. (Previously Presented) The method as claimed in claim 34, wherein when the one characteristic of the one web site feature is modified, none of the characteristics of the other web site features is thereby modified.

36. (Previously Presented) The method as claimed in claim 34, wherein the framework of the web site is regenerated upon the modification of the one characteristic of the one web site feature.

37. (Previously Presented) The method as claimed in claim 36, further comprising the step of storing the regenerated framework of the web site.

38. (Previously Presented) The method as claimed in claim 34, wherein the one characteristic of the one web site feature is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site features.

39. (Original) The method as claimed in claim 34, further comprising the step of storing the modified characteristic.

40. (Previously Presented) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site features wherein the framework is regenerated upon the modification of the one characteristic of the one web site feature.

00691958.DOC

41. (Previously Presented) The method as claimed in claim 40, further comprising the step of storing the regenerated framework of the web site.

42. (Original) The method as claimed in claim 40, further comprising the step of storing the modified characteristic.

43. (Previously Presented) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site features, wherein the one characteristic of the one web site feature is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site features.

44. (Original) The method as claimed in claim 43, further comprising the step of storing the modified characteristic.

45. (Previously Presented) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site features wherein the one characteristic of the one web site feature is modified in one or more predetermined manners based upon at least one other characteristic of the web site feature.

46. (Original) The method as claimed in claim 45, further comprising the step of storing the modified characteristic.

00691958.DOC

47. (Previously Presented) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site features, wherein at least one of the characteristics of at least one other web site feature is modified in accordance with the modification of the one characteristic of the one web site feature.

48. (Original) The method as claimed in claim 47, further comprising the step of storing the modified characteristic.

49. (Previously Presented) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site features, wherein at least one other characteristic of the one web site feature is modified in accordance with the modification of the one characteristic of the one web site feature.

50. (Original) The method as claimed in claim 49, further comprising the step of storing the modified characteristic.

51. (Original) The method as claimed in claim 1, further comprising the step of storing the data entry.

52. (Original) The method as claimed in claim 1, wherein the data entry includes one or more user preferences.

00691958.DOC

53. (Original) The method as claimed in claim 1, wherein the data entry includes one or more user profiles.

54. (Original) The method as claimed in claim 1, wherein the data entry includes one or more navigation histories.

55. (Currently Amended) A method of creating multimedia information using a globally accessible software platform for use in a complete and independent website that hosts visitor traffic, comprising the steps of:

receiving data entry including selection of an industry type;

determining one or more characteristics for each of one or more multimedia information features in response to the data entry;

creating a framework of the multimedia information based upon the one or more determined characteristics for each of the one or more multimedia information features;

retrieving multimedia information data in accordance with the created framework of the multimedia information;

creating one or more elements of the multimedia information based upon the framework of the multimedia information and the retrieved multimedia information data;

creating one or more interfaces to one or more external sources of multimedia information;

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application;

Frommer Lawrence & Haug LLP
745 Fifth Avenue
New York, NY
212-588-0800
Customer Number 20999

00691958.DOC

generating a plurality of pages based on the retrieved multimedia information data and the remotely executed application;

previewing the generated pages in a sequence, any changes made on the pages during previewing being automatically propagated through the pages;

registering the one or more interfaces of the one or more external sources of multimedia information;

creating website data based on the interfaces and remotely executed application; and

presenting the created multimedia information.

56. (Currently Amended) A method of creating a complete independent web site for hosting visitor traffic using a globally accessible platform, comprising the steps of:

receiving data entry including selection of an industry type;

determining one or more characteristics for each of one or more web site features in response to the data entry;

creating a framework of the web site defining at least one interrelationship between at least two features based upon the one or more determined characteristics for each of the one or more web site features;

retrieving web site data in accordance with the created framework of the web site pseudo-randomly from a predetermined web site data subset corresponding to at least a portion of the framework of the web site;

creating a plurality of pages of the web site based upon the framework of the web site and the retrieved web site data;

00691958.DOC

generating one or more interfaces to one or more external components on the one or more pages of the web site;

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application;

previewing the created pages in a sequence, any changes made on the pages during previewing being automatically propagated through the pages;

registering the one or more interfaces of the one or more external components;

creating website data based on the interfaces and remotely executed application; and

presenting the created web site.

57. (Currently Amended) A method of creating a <u>complete independent</u> web site <u>for hosting visitor traffic using a globally accessible software platform</u>, comprising the steps of:

receiving data entry including selection of an industry type;

determining one or more characteristics for each of one or more web site features in response to the data entry;

creating a framework of the web site based upon the one or more determined characteristics for each of the one or more web site features;

retrieving web site data, including particular web site data, in accordance with the created framework of the web site;

creating a plurality of pages of the web site based upon the framework of the web site and the retrieved web site data and particular web site data;

00691958.DOC

generating one or more interfaces to one or more external components on the one or more pages of the web site;

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application;

generating a plurality of pages based on the retrieved web site data and the remotely executed application;

previewing the generated pages in a sequence, any changes made on the pages during previewing being automatically propagated through the pages;

registering the one or more interfaces of the one or more external components;

creating website data based on the interfaces and remotely executed application; and

presenting the created web site,

wherein the particular web site data is retrieved based upon characteristics of a device for accessing the web site, and

wherein the one or more external components are one or more external server-hosted applications developed by third parties that generate custom content.

58. (Currently Amended) A system for creating a complete independent web site for hosting visitor traffic using a globally accessible software platform, comprising:

an input for receiving data entry; and

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more web site features in response to the data entry;

00691958.DOC

creating a framework of the web site based upon the one or more determined characteristics for each of the one or more web site features;

retrieving web site data in accordance with the created framework of the web site;

creating a plurality of pages of the web site based upon the framework of the web site and the retrieved web site data;

generating one or more interfaces to one or more external components on the pages of the web site;

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application;

generating a plurality of pages based on the retrieved web site data and the remotely executed application;

previewing the generated pages in a sequence, any changes made on the pages during previewing being automatically propagated through the pages;

registering the one or more interfaces of the one or more external components;

creating website data based on the interfaces and remotely executed application; and

presenting the created web site.

59. (Previously Presented) The system as claimed in claim 58, further comprising a storage device for storing the framework of the web site.

00691958.DOC

60. (Original) The system as claimed in claim 58, wherein the retrieving step includes retrieving particular web site data based upon characteristics of a device for accessing the web site.

61. (Original) The system as claimed in claim 60, wherein the device is a general-purpose computer.

62. (Original) The system as claimed in claim 60, wherein the device is a wireless device.

63. (Original) The system as claimed in claim 60, wherein the device is a multi-purpose input-output device.

64. (Previously Presented) The system as claimed in claim 58, wherein one of the web site features is web site content.

65. (Previously Presented) The system as claimed in claim 58, wherein one of the web site features is web site layouts.

66. (Previously Presented) The system as claimed in claim 58, wherein one of the web site features is web site navigations.

67. (Previously Presented) The system as claimed in claim 58, wherein one of the web site features is web site component applications.

00691958.DOC

68. (Previously Presented) The system as claimed in claim 58, wherein one of the web site

features is web site colors.

69. (Previously Presented) The system as claimed in claim 58, wherein one of the web site

features is web site theme.

70. (Previously Presented) The method as claimed in claim 58, wherein one of the web site

features is web site framework.

71. (Previously Presented) The method as claimed in claim 58, wherein one of the web site

features is web site graphics.

72. (Previously Presented) The method as claimed in claim 58, wherein one of the web site

features is web image set.

73. (Previously Presented) The system as claimed in claim 58, wherein one of the web site

features is platforms for accessing the web site.

74. (Previously Presented) The system as claimed in claim 58, wherein the framework of the web

site is created from one or more predetermined subsets of characteristic frameworks

corresponding to at least one of the one or more determined characteristics.

00691958.DOC

U.S. Application. No. 09/651,906
Reply to Non-Final Office Action Dated May 13, 2009

PATENT
Attorney Docket No. 730305-2012

75. (Previously Presented) The system as claimed in claim 74, wherein the framework of the web site is created pseudo-randomly.

76. (Previously Presented) The system as claimed in claim 74, wherein the framework of the web site is created in a non-deterministic manner.

77. (Previously Presented) The system as claimed in claim 74, wherein the framework of the web site is created randomly.

78. (Original) The system as claimed in claim 58, wherein at least one of the one or more characteristics is determined from one or more predetermined subsets of characteristics corresponding to at least a portion of the data entry.

79. (Original) The system as claimed in claim 78, wherein the at least one of the one or more characteristics is determined pseudo-randomly.

80. (Original) The system as claimed in claim 78, wherein the at least one of the one or more characteristics is determined in a non-deterministic manner.

81. (Original) The system as claimed in claim 78, wherein the at least one of the one or more characteristics is determined randomly.

00691958.DOC

82. (Previously Presented) The system as claimed in claim 58, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least a portion of the framework of the web site.

83. (Original) The system as claimed in claim 82, wherein the web site data is retrieved pseudo-randomly.

84. (Original) The system as claimed in claim 82, wherein the web site data is retrieved in a non-deterministic manner.

85. (Original) The system as claimed in claim 82, wherein the web site data is retrieved randomly.

86. (Original) The system as claimed in claim 58, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least one of the one or more determined characteristics.

87. (Original) The system as claimed in claim 86, wherein the web site data is retrieved pseudo-randomly.

00691958.DOC

88. (Original) The system as claimed in claim 86, wherein the web site data is retrieved in a non-deterministic manner.

89. (Original) The system as claimed in claim 86, wherein the web site data is retrieved randomly.

90. (Original) The system as claimed in claim 58, further comprising a storage device for storing the one or more determined characteristics.

91. (Previously Presented) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site features without changing at least one of the characteristics of at least one other of the web site features.

92. (Previously Presented) The system as claimed in claim 91, wherein when the one characteristic of the one web site feature is modified, none of the characteristics of the other web site features is thereby modified.

93. (Previously Presented) The system as claimed in claim 91, wherein the framework is recreated upon the modification of the one characteristic of the one web site feature.

00691958.DOC

U.S. Application. No. 09/651,906
Reply to Non-Final Office Action Dated May 13, 2009

PATENT
Attorney Docket No. 730305-2012

94. (Previously Presented) The system as claimed in claim 93, further comprising a storage device for storing the recreated framework of the web site.

95. (Previously Presented) The system as claimed in claim 91, wherein the one characteristic of the one web site feature is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site features.

96. (Original) The system as claimed in claim 91, further comprising a storage device for storing the modified characteristic.

97. (Previously Presented) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site features wherein the framework is regenerated upon the modification of the one characteristic of the one web site feature.

98. (Previously Presented) The system as claimed in claim 97, further comprising a storage device for storing the recreated framework of the web site.

99. (Original) The system as claimed in claim 97, further comprising a storage device for storing the modified characteristic.

00691958.DOC

100. (Previously Presented) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site features wherein the one characteristic of the one web site feature is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site features.

101. (Original) The system as claimed in claim 100, further comprising a storage device for storing the modified characteristic.

102. (Previously Presented) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site features wherein the one characteristic of the one web site feature is modified in one or more predetermined manners based upon at least one other characteristic of the web site feature.

103. (Original) The system as claimed in claim 102, further comprising a storage device for storing the modified characteristic.

104. (Previously Presented) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site features, wherein at least one of the characteristics of at least one other

00691958.DOC

web site feature is modified in accordance with the modification of the one characteristic of the

one web site feature.

105. (Original) The system as claimed in claim 104, further comprising a storage device for

storing the modified characteristic.

106. (Previously Presented) The system as claimed in claim 58, wherein the multi-purpose

computing device is adapted to further perform the step of modifying one of the characteristics

of one of the web site features, wherein at least one other characteristic of the one web site

feature is modified in accordance with the modification of the one characteristic of the one web

site feature.

107. (Original) The system as claimed in claim 106, further comprising a storage device for

storing the modified characteristic.

108. (Original) The system as claimed in claim 58, wherein the data entry includes one or more

user preferences.

109. (Original) The system as claimed in claim 58, wherein the data entry includes one or more

user profiles.

                                                                                        00691958.DOC

U.S. Application. No. 09/651,906
Reply to Non-Final Office Action Dated May 13, 2009

PATENT
Attorney Docket No. 730305-2012

110. (Original) The system as claimed in claim 58, wherein the data entry includes one or more navigation histories.

111. (Previously Presented) The system as claimed in claim 58, further comprising a storage device for storing the framework of the web site.

112. (Currently Amended) A system for generating multimedia information using a globally accessible software platform for use in a complete and independent website that hosts visitor traffic, comprising:

an input for receiving data entry;

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more multimedia information features in response to the data entry;

creating a framework of the multimedia information based upon the one or more determined characteristics for each of the one or more multimedia information features;

retrieving multimedia information data in accordance with the created framework of the multimedia information;

creating one or more elements of the multimedia information based upon the framework of the multimedia information and the retrieved multimedia information data;

creating one or more interfaces to one or more external sources of multimedia information;

00691958.DOC

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application;

generating a plurality of pages based on the retrieved multimedia information data and the remotely executed application;

previewing the generated pages in sequence, any changes made on the pages during previewing being automatically propagated through the pages;

registering the one or more interfaces of the one or more external sources of multimedia information;

creating website data based on the interfaces and remotely executed application; and

presenting the created multimedia information.

113. (Currently Amended) A system for creating a complete independent web site for hosting visitor traffic using a globally accessible software platform, comprising:

an input for receiving data entry;

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more web site features in response to the data entry;

creating a framework of the web site defining at least one interrelationship between at least two features based upon the one or more determined characteristics for each of the one or more web site features;

00691958.DOC

retrieving web site data in accordance with the created framework of the web site pseudo-randomly from a predetermined web site data subset corresponding to at least a portion of the framework of the web site;

creating one or more pages of the web site based upon the framework of the web site and the retrieved web site data;

generating one or more interfaces to one or more external components on the one or more pages of the web site;

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application;

generating a plurality of pages based on the retrieved website data and the remotely executed application;

previewing the generated pages in sequence, any changes made on the pages during previewing being automatically propagated through the pages;

registering the one or more interfaces of the one or more external components;

creating website data based on the interfaces and remotely executed application; and

presenting the created web site.

114. (Currently Amended) A system for creating a complete independent web site for hosting visitor traffic using a globally accessible software platform, comprising:

an input for receiving data entry;

a multi-purpose computing device adapted to perform the steps of:

00691958.DOC

determining one or more characteristics for each of one or more web site features in response to the data entry;

creating a framework of the web site based upon the one or more determined characteristics for each of the one or more web site features;

retrieving web site data, including particular web site data, in accordance with the created framework of the web site;

creating one or more pages of the web site based upon the framework of the web site and the retrieved web site data;

generating one or more interfaces to one or more external components on the one or more pages of the web site;

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application;

generating a plurality of pages based on the retrieved web site data and the remotely executed application;

previewing the generated pages in sequence, any changes made on the pages during previewing being automatically propagated through the pages;

registering the one or more interfaces of the one or more external components;

creating website data based on the interfaces and remotely executed application; and

presenting the created web site,

wherein the particular web site data is retrieved based upon characteristics of a device for accessing the web site, and

00691958.DOC

U.S. Application. No. 09/651,906
Reply to Non-Final Office Action Dated May 13, 2009

PATENT
Attorney Docket No. 730305-2012

wherein the one or more external components are one or more external server-hosted applications developed by third parties that generate custom content.

115. (Canceled)

116. (Currently Amended) A computer-readable medium storing an executable program, when executed, causing computer to create a complete and independent web site for hosting visitor traffic using a globally accessible software platform, said executable program comprising the steps of:

receiving data entry;

determining one or more characteristics for each of one or more web site features in response to the data entry;

creating a framework of the web site based upon the one or more determined characteristics for each of the one or more web site features;

retrieving web site data in accordance with the created framework of the web site;

creating one or more pages of the web site based upon the framework of the web site and the retrieved web site data;

generating one or more interfaces to one or more external components on the one or more pages of the web site;

registering the one or more interfaces of the one or more external components;

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application;

00691958.DOC

registering the one or more interfaces of the one or more external components;

generating a plurality of pages based on the retrieved web site data and the remotely

executed application;

previewing the generated pages, any changes made on the pages during previewing

being automatically propagated through the pages;

creating website data based on the interfaces and remotely executed application; and

presenting the created web site.

117. (Currently Amended) A method of creating a complete independent web site for hosting

visitor traffic using a globally accessible software platform, comprising the steps of:

receiving data entry;

retrieving a stored framework of the web site based upon the data entry;

retrieving web site data in accordance with the retrieved framework of the web site;

creating one or more pages of the web site based upon the retrieved framework of the

web site and the retrieved web site data;

generating one or more interfaces to one or more external components on the one or more

pages of the web site;

remotely executing an application that may or may not retrieve web site data such that

whether content is retrieved is a function of the remotely executed application;

generating a plurality of pages based on the retrieved web site data and the remotely

executed application;

00691958.DOC

previewing the generated pages, any changes made on the pages during previewing being automatically propagated through the pages;

registering the one or more interfaces of the one or more external components;

creating website data based on the interfaces and remotely executed application; and

presenting the created web site.

118. (Currently Amended) A system for creating a complete and independent web site for hosting visitor traffic using a globally accessible software platform, comprising:

an input for receiving data entry;

a multi-purpose computing device adapted to perform the steps of:

retrieving a stored framework of the web site based upon the data entry;

retrieving web site data in accordance with the retrieved framework of the web site;

creating one or more pages of the web site based upon the retrieved framework of the web site and the retrieved web site data;

generating one or more interfaces to one or more external components on the one or more pages of the web site;

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application;

generating a plurality of pages based on the retrieved web site data and the remotely executed application;

00691958.DOC

previewing the generated pages, any changes made on the pages during

previewing being automatically propagated through the pages;

registering the one or more interfaces of the one or more external components;

creating website data based on the interfaces and remotely executed application;

and

presenting the created web site.

119. (Currently Amended) A method of creating web site data using a globally accessible

software platform for use in a complete and independent website that hosts visitor traffic,

comprising the steps of:

receiving data entry;

correlating the received data entry with pre-created web site data stored in database

storages based at least in part upon relevancy;

selecting particular web site data based at least in part upon its relevancy;

creating a framework of the web site data based at least in part upon the selected

particular web site data and the received data entry;

creating one or more elements of web site data based upon the framework of the web site

data and the selected particular web site data;

generating one or more interfaces to one or more external components in the one or more

elements of the web site data;

remotely executing an application that may or may not retrieve web site data such that

whether content is retrieved is a function of the remotely executed application;

00691958.DOC

U.S. Application. No. 09/651,906
Reply to Non-Final Office Action Dated May 13, 2009

PATENT
Attorney Docket No. 730305-2012

generating a plurality of pages based on the web site data and the remotely executed application;

previewing the generated pages, any changes made on the pages during previewing being automatically propagated through the pages;

registering the one or more interfaces of the one or more external components;

creating website data based on the interfaces and remotely executed application; and

presenting the created web site data.

00691958.DOC